

HOW TO RELIEVE THE SUGAR SHORTAGE

Buy saccharin tablets at the drug store and use one tablet instead of a lump of sugar in your cup of coffee or tea.

One saccharin tablet will equal in sweetening strength one ordinary lump of sugar.

You will save sugar when sugar is scarce, you will get the same sweetening strength in your coffee or tea that sugar would furnish, and you may avoid using more sugar than is good for your health.

Saccharin is a healthful, harmless sweetening agent. Saccharin is cheaper to use than sugar, and your cooperation in using it now instead of sugar will make the present short supply of sugar go further where sugar is really necessary.

Give saccharin a trial now in your coffee or tea.

The following letter has been addressed to the Circuit Attorney at St. Louis, Mo., by Mr. John F. Queeny, Chairman of the Board of Monsanto Chemical Works, St. Louis:

Mr. Circuit Attorney:

The newspapers announce that you propose to investigate the cause of the present famine in sugar. Do you know that Saccharin is used as a sweetening agent in all civilized countries except the United States in place of, or as an auxiliary to, sugar?

Do you know that enough Saccharin is available in this country for use in foods and beverages in which the added food value of sugar is not desired, to release not less than *one hundred million pounds* of sugar annually for uses where sugar's food value is necessary?

Do you know that the use of such quantity of Saccharin would reduce the high cost of living not less than *eleven million dollars* annually in the one item of sugar?

Saccharin can be used in the household and can be had from almost any grocer in the city in the form of tablets, each tablet having equal strength of one lump of sugar and sold in boxes of one hundred tablets. Two boxes sold for 15 cents have the sweetening power of more than three pounds of sugar. For coffee, tea, preserving and general cooking purposes, Saccharin serves the purpose. There is no question whatever as to its healthfulness.

Respectfully,

JOHN F. QUEENY

Chairman of the Board
Monsanto Chemical Works
(Established 1901)